



RM 1.8 MILLION SCHOOL-BUILDING FUNDS RAISED OVER TWO MONTHS

SHAH ALAM, 26TH JULY 2010 – Acclaimed two national records as ‘The Longest Running and Highest Fund Raised through Chinese Charity Shows’, Carlsberg Malaysia’s funded Top Ten Charity Campaign (Top Ten) has concluded its 1st leg of 3 charity road shows held in Perak and Selangor with a total school-building funds raised of RM 1.8 million.

The three charity shows, which were graced by Minister of Transport Malaysia, Datuk Seri Kong Cho Ha; Member of Parliament for Sabak Bernam Datuk Abdul Rahman Bakri and Deputy Minister of Finance Malaysia, Datuk Donald Lim Siang Cai, have recorded a huge turnout of almost 4,000 audience. In line with its mission of providing a fund-raising platform for Headmaster and PIBG to raise funds, Top Ten had successfully helped the three schools to collect a significant amount of RM1.8 million over a period of two months. Adding the collection into the accumulated funds, Top Ten has to date recorded a total school-building fund of RM337.7 million for approximately 563 local Chinese schools and institutions.

Present at the last road show held in Batu Caves, Managing Director of Carlsberg Malaysia Soren Ravn commented “This is my first time attending the Top Ten road show. I am delighted to observe the big turnout this evening despite the heavy rain. This tells me that the Malaysian society is very supportive towards the development of education for the younger generation. I am proud that Carlsberg Malaysia, being a caring corporate citizen, plays a proactive and integral role in supporting the fund-raising mission”.



“Back when I was the MD of Carlsberg Hong Kong & Macau, I had attended numerous fund-raising dinners, but the Top Ten is certainly a very unique one. It is a platform to engage people from all walks of life, regardless of race and age, gather-together for the same purpose that is to raise fund for the schools,” Ravn shared.

2010 marks the 23rd year of Top Ten full-filling its mission as a fund-raising platform for the development of Chinese education and institutions. Collaborate with Nanyang Siang Pau and China Press, Carlsberg Malaysia is honour to once again, sponsor and organise a series of Top Ten road shows this year, and continue championing this CSR project for the betterment of the Chinese community.

At the road show held in Taiping, Perak, guest of honour Minister of Transport Datuk Seri Kong Cho Ha commented: “Education is the key foundation in the country’s development. Over the years, Chinese community has been actively involving in the development of Chinese education as to ensure their children continue to develop and embrace the Chinese education and culture. We would like to express our heartfelt appreciation towards Carlsberg Malaysia, Nanyang Siang Pau and China Press for their long-term contributions and engagement with the society for over the past 20 years.”

Artistes’ line-up of the Top Ten road show this year is Aric Ho, Stella Chung, Christopher Lay, Yise Loo, Gary Yap, Jyin Poh, Kit Teo, Amy Wang and Vicky Tan. In conjunction with the football championship this year, the show begun with a powerful performance of 'Football Hits' with famous medley of songs such as 'The Cup of Life', followed by a remix of 'Contemporary ShangHai' with popular songs in the '60s and '70s and ended in a big bang with the 'Chicago Night' musical performance presenting songs such as “All that Jazz” and a perfect 45-degree forward-lean by late Michael Jackson impersonated by one of the artistes.

The 2nd leg of Top Ten will commence in October 2010. For more detailed information on the registration process, kindly visit its office site – www.toptencharity.com.my

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